

REDEVELOPMENT AGENCY OF THE CITY OF CHULA VISTA



TOWN CENTRE I LAND USE POLICY

As Amended by the Redevelopment Agency
January 15, 2002

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PURPOSE

The purpose of the Town Centre I Land Use Policy is to provide a land use guide for implementing the “vision” of establishing downtown Chula Vista as the business, entertainment, civic, and cultural focal point of the city. The Land Use Policy advises prospective investors, owners, tenants, and the general citizenry of the type of land uses that are consistent or inconsistent with the Town Centre I Redevelopment Plan and Implementation Plan, the Town Centre Procedures Manual, Design Manual, and the downtown “vision.”

The Land Use Policy also provides a useful tool to assist affected advisory bodies and the Redevelopment Agency to formulate rationale land use decisions based on the Project Area Objectives that are listed on the following page. All proposed land uses are required to be consistent with one or more of the Project Area Objectives, which are derived from Article I Section 120 of the Town Centre I Redevelopment Plan, and corresponding Implementation Plan.

PROJECT AREA OBJECTIVES

- J Eliminate blighting influences, including incompatible and noxious land uses, obsolete structures and inadequate parking facilities.
- J Eliminate environmental deficiencies including, among others, small and irregular lot and block subdivisions, several poorly planned streets, and economic and social deficiencies.
- J The strengthening of the mercantile posture of Town Centre and the improvement of retail trade therein.
- J The renewal of Town Centre's physical plant and the improvement of its land use patterns and spatial relationships.
- J The retention and expansion of viable land uses, commercial enterprises, and public facilities within the area.
- J The attraction of capital and new business enterprises to the core area.
- J The comprehensive beautification of the area, including its buildings, open space, streetscape, and street furniture.
- J The encouragement of multi-family, middle-income residential units in and near the core area.
- J The possible accommodation of future local and regional mass transit and related facilities; improvement of off-street parking areas and provision for a mini-transit intra-project system.
- J The establishment of design standards to assure desirable site design and environmental quality.

PROJECT AREA OBJECTIVES

- J The reorientation of the people of Chula Vista to their core area, and the resultant promotion of sense of "townness."¹

¹ Towness is a unique feeling spawned by an emotional relationship between people and their city. This feeling is founded upon a sense of belonging. When the people feel that they belong to their city and that their city belongs to them, a state of towness exists.

PERMITTED USES AND LAND USE CONSISTENCY

All proposed land uses shall be consistent with the Town Centre I Redevelopment Plan and Implementation Plan, the Town Centre Procedures Manual, Design Manual, and the downtown "vision." Additionally, all proposed land uses must comply with all applicable federal, state, and local rules and regulations. Article VI (Permitted Uses and Controls) of the Town Centre I Redevelopment Plan specifies permitted land uses in the redevelopment area. The Land Use Policy's accompanying matrix provides a comprehensive list of the type of land uses that are permitted or non-permitted in the redevelopment area, including land uses that require a special land use permit.

If a land use is not specifically listed, the Community Development Director shall determine if the use is permitted, not permitted, or will require a special land use permit. The Director's determination shall be based on the requirements for the most comparable land use specified. Generally, all special land uses requiring a special use permit shall be presented to the Town Centre Project Area Committee (PAC) at a public hearing for its consideration and recommendation. Final decisions on special use permits shall be made by the Redevelopment Agency at a public hearing.

The procedures and required findings for special use permits shall be the same as those for conditional use permits, as set forth in Section 19.14.080 of the Chula Vista Municipal Code, except that the PAC shall serve as the recommending body to the Redevelopment Agency in regards to planning and/or redevelopment matters in the redevelopment area. Prospective applicants of major or minor projects should refer to Section III of the Town Centre Procedures Manual for rules and

PERMITTED USES AND LAND USE CONSISTENCY

regulations pertaining to the filing and processing of all plans and proposals in the Town Centre Redevelopment Area.

LAND USE POLICY MATRIX

LAND USE TYPE		PERMITTE D	SPECIAL LAND USE**	NOT PERMITTE D
A	Accountant, Administrative, Financial Planner, & Real Estate Office	X		
	Adult Bookstore			X
	Adult Mini-Motion Picture			X
	Adult Motion Picture			X
	Amusement Arcades		X	
	Antique Shop	X		
	Apparel Shop	X		
	Art Gallery and Artist Studio	X		
	Arts & Crafts, Toy or Hobby Store	X		
	Attorney Office	X		
	Automotive Sales (new or pre-owned)			X
B	Bailbond Office (Subarea 3 only)		X	
	Bakery	X		
	Bar, Comedy and/or Nightclub, unless appurtenant to bonafide food service		X	
	Barber, Hair Salon or Beauty Shop	X		

* Special Use Permit required

LAND USE POLICY MATRIX

LAND USE TYPE		PERMITTED	SPECIAL LAND USE**	NOT PERMITTED
	Bicycle Shop	X		
	Billiards/Pool Rooms		X	
	Body Art or Piercing, unless appurtenant to specialty retail sales store		X	
	Book and Magazine Stores	X		
	Boutiques	X		
C	Cabaret			X
	Candy Store	X		
	Camera Shop	X		
	Car Wash			X
	Coffee Shop, Coffee House or Juice Bar	X		
	Commercial Juvenile Recreation Center		X	
	Computer Software Store	X		
D	Day Care Center		X	
	Decorator (home) accessory shops	X		
	Dental Office	X		
	Drive-Through business (Subarea 3 only)		X	
F	Financial Institutions	X		

LAND USE POLICY MATRIX

LAND USE TYPE		PERMITTED	SPECIAL LAND USE**	NOT PERMITTED
	Fitness Center/Gym (including Aerobic, Karate, and Dance Studios)	X		
	Florists	X		
G	Gift and Novelty Shop	X		
H	Hardware Store (under 25,000 sq. ft.)	X		
	Health and Specialty Food Store	X		
	Hotels/Bed and Breakfast Establishments	CC**	X	
I	Ice Cream/Yogurt Shop	X		
	Interior Design Shop	X		
J	Jewelry Store	X		
L	Laundry and Dry Cleaner	X		
	Leather Goods (retail)	X		
	Locksmith Shop	X		
	Luggage Shop	X		
M	Mixed-Use Commercial & Residential		X	
	Massage Parlors			X
	Motion Picture Theatres	X		

** Central Commercial (CC)

LAND USE POLICY MATRIX

LAND USE TYPE		PERMITTE D	SPECIAL LAND USE**	NOT PERMITTE D
	Motor Vehicle Repair Shop			X
	Museum		X	
	Music Store	X		
	Musical Recording Retail Store (audiotapes, compact discs, etc.)	X		
N	New Computer Hardware Store	X		
	New Furniture, Lamps, & Household Accessory Stores	X		
P	Pawn Shop			X
	Performing Arts Theatres	X		
	Pet Shop/Grooming	X		
	Pharmacy	X		
	Photocopy Center/Computer Graphics	X		
	Physician, Chiropractic, Acupuncture, Alternative Medicine Office	X		
	Public & Quasi-Public Office	X		
R	Residential	R***	X	
	Restaurant, Delicatessen and Carry-Out	X		
	Restaurant, Full Service	X		

*** Residential

LAND USE POLICY MATRIX

LAND USE TYPE		PERMITTED	SPECIAL LAND USE**	NOT PERMITTED
S	Secondhand merchandise		X	
	Shoe Store, Shoe Shine, and Shoe Repair	X		
	Sidewalk or Outdoor Café (Sidewalk & Encroachment Permit Required)	X		
	Smog Test Facility			X
	Spa/Therapeutic Massage Parlor (subject to Police Department Approval)	X		
	Specialty Retail	X		
	Sporting Goods Store	X		
	Stationary and Card Shop	X		
T	Tailor or Alteration Shop	X		
	Tanning Parlor	X		
	Tobacco Retail Shop	X		
	Travel Agency	X		
V	Vendor Cart (private property only)		X	
	Video Rental and Sales	X		
W	Wedding Shop	X		

LAND USE POLICY MATRIX

DEFINITIONS

The following special definitions are set forth for clarification purposes.

"Adult Bookstore": An establishment that devotes more than fifteen (15) percent of the total floor area utilized for the display of books or periodicals to display and sale the following:

1. Books, magazines, periodicals, or other printed matter, or photographs, films, motion pictures, video cassettes, slides, tapes, records, or other forms of visual, or audio representations that are characterized by an emphasis upon the depiction or description of specified sexual activities or specified anatomical areas; or
2. Instruments, devices or paraphernalia that are designed for use in connection with specified sexual activities.

An "adult bookstore" does not include an establishment that sells books or periodicals as an incidental or accessory part of its principal stock-in-trade, and does not devote more than fifteen (15) percent of the total floor area of the establishment to the sale of books and periodicals. (C.V.M.C. 19.04.007)

"Adult Motion Picture": An enclosed building with a capacity of 50 or more persons used for presenting material distinguished or characterized by an emphasis on matter depicting, describing or relating to a specified sexual activity for observation by patrons therein. (C.V.M.C. 19.04.007A)

"Adult Mini-Motion Picture": An enclosed building with a capacity for less than 50 persons used for presenting material distinguished or characterized by an emphasis on matter depicting, describing or relating to a specified sexual activity for observation by patrons therein. (C.V.M.C. 19.04.007B)

"Amusement Arcade" is defined as a facility where coin or token operated games, machines, or devices of skill, chance, or entertainment are offered to the general public.

LAND USE POLICY MATRIX

DEFINITIONS

"Antique Shop" is defined as any premises predominantly used for the sale of articles, works of art, furniture, or decorative objects that are considered rare and to have special value because of age, artistry, beauty, or period of origin. An antique shop does not include premises that sell second-hand merchandise.

"Cabaret": A place of business which features topless dancers, bottomless dancers, go-go dancers, exotic dancers, strippers, male or female impersonators, or similar entertainers. (C.V.M.C. 19.04.047)

"Massage Parlors" refer to Chula Vista Municipal Code Chapter 5.36 for regulations pertaining to massage parlors.

"Vendor Cart" is defined as an outdoor portable cart from which a vendor displays, sells, offers for sale, gives away, or offers to give away anything of value including any food, non-alcoholic beverage, goods, wares, merchandise or services.

Other required definitions shall be set forth within the Town Centre I Redevelopment Plan, the Chula Vista Municipal Code, or derived from good planning principles and practices, as appropriate.